



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION

(DMP/R 1)

BMC 2101: MASS COMMUNICATION

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 2014

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of **TWO** Sections **A** & **B**.
- Section **A** is **Compulsory**.
- Answer any other **TWO** questions in Section **B**.

This paper consists of Two printed pages.

SECTION A (Compulsory)

QUESTION 1

- a) Outline the early history of the 'print media' focusing on the major contributions. **(10 marks)**
- b) While citing relevant examples, explain how the present 'Print Media' has borrowed from the traditional print media. **(10 marks)**
- c) i) Describe the 'Magic Bullet Theory'. **(6 marks)**
ii) Explain any **TWO** weaknesses of Magic Bullet Theory. **(4 marks)**

SECTION B (Answer any TWO questions)

QUESTION 2

Explain in detail the 'Agenda Setting' function of the media. **(20 marks)**

QUESTION 3

Compare and contrast 'Uses and Gratifications and 'Welman's Functional' Theory of the media. **(20 marks)**

QUESTION 4

- a) Distinguish between 'Communication and 'Mass Communication'. **(6 marks)**
- b) Describe George Gebner's 'Cultivation' Theory of the media. **(12 marks)**